

COASTAL COUNTIES WORKFORCE BOARD

Minutes of Workforce Board Meeting
VIA ZOOM/Video Technology Meeting
March 16, 2023

Board Members in Attendance: Chris Arbour, Mary Ellen Barnes, Sara Brinker, Justin Cotta Holmes, Jonathan DaSilva, Marianne Doyle, Derek Fassett, Robert Klaiber, Ben Millick, Carrie Murphy, Tom Nickerson, Peter Russell, Tony Sirois, Jennifer Steeves, Bob Schmidt, Jim Whitten,

Board Members Absent: Kate Bellmore, Scott Christman, Charlie Crosby, Samantha Fenderson, Cory King, Jennifer Kopp, Laura Lindblom, Nick Paquet, Diana Roberge, Heather Stott, Lydia Sy,

Staff in Attendance: Antoinette Mancusi, Executive Director; Valerie Odams, Executive Assistant; Kyle Olson, Senior Program Manager; Lynn Dondis, Program Manager; Amy Geren, One-Stop Operator

I. WELCOME / CALL TO ORDER / INTRODUCTIONS – *Carrie Murphy, CCWB Chair*

- A. CCWB Chair Carrie Murphy called the meeting to order at 9:22 am and welcomed everyone to the meeting.
- Attendance was called and introductions were made around the room.
 - It was determined that quorum requirements were met
 - A new CCWB member was introduced: Derek Fassett of HospitalityMaine
 - The Chair recognized that three members of the CCWB have resigned and she thanked them for their service: Laura Moskwa, Kwame Yeboah, and Joni Boissonneault
- B. Minutes of December 8, 2022 annual meeting
VOTED: To approve the minutes of December 8, 2022 meeting as written.
Motion: Tony Sirois Second: Ben Millick Vote: All in Favor
- C. CCWI Annual Meeting – September 15, 2023 at the Hilton Garden Inn, Freeport
Carrie reminded everyone that this year will be the first year since pre-pandemic that the Annual Meeting will be in-person. Board members were provided with sponsorship level opportunities and asked that business members consider inquiring with their companies to participate.
- D. Annual Conflict of Interest forms were disseminated in each board member packet and asked to complete these before leaving. Absent board members were sent COI forms via email.

II. EXECUTIVE DIRECTOR'S REPORT – *Antoinette Mancusi, CCWI Executive Director*

- A. Financial Update:
1. The QUEST NEG (\$3.2M) was received from MDOL. The Workforce Solutions subrecipient award has been fully executed as well.
 2. CCWI still awaits a completed agreement from MDOL for the ARPA grant.
- B. Grant spending continues to be on track.
- C. Financial information for CCWI and WFS was disseminated for all current grants.

- D. CCWI staffing was discussed. Director of Programs Jillian Sample is out on maternity leave until May when she comes back part-time. Her expected return to full-time is anticipated to be Sept. Senior Program Manager Kyle Olson also just celebrated the birth of their first child. He took a week to spend at home but has returned to work full-time.

III. OUTREACH CAMPAIGN – *Michelle Buck, Townsquare Media*

- A. In June 2022, CCWI issued an RFQ for a marketing consultant to assist with awareness of the services offered by Workforce Solutions and to drive participants in the door.
- B. After a thorough process, it was decided to award the contract to Townsquare Media.
- C. In September 2022, work began to build a new website, design a new logo, and utilize a broad outreach plan with emphasis on radio, social media, and geo-tracking.
- D. This initial campaign ran from October to December with an emphasis on building awareness and generating interest. The results were analyzed, and CCWI determined to continue the process for a further 3 months. Money will continue to be allocated to continue this campaign.

IV. CCWB PROGRAM POLICIES – *Tom Nickerson, CCWI Policy Committee*

- A. Upon the 1-year extension granted by MDOL for the Opioid NEG to 12/31/24, CCWI also needs to amend the end date of the Supportive Policy for the Opioid grant to match. No other changes were made.

VOTED: To approve the amendment of the Opioid Grant Supportive Services Policy to end on 12/31/2024

Motion: Tony Sirois Second: Ben Millick Vote: All in Favor

- B. The Work Based Training Policy included the revision to Incumbent Worker Training requirements for H-1B Grants and the language to Youth Work Experience. The employer cost-share requirement is waived for employers who enrolled in incumbent worker training through discretionary H-1B grants. Instead, for H-1B discretionary grants, the Local Area's ITA cap applies as the maximum amount of grant funds to be provided per participant. The second change is to update the language to Youth Work Experience to show when stipends may be issued and how stipend amounts are determined.

VOTED: To approve the amendment of the Opioid Grant Supportive Services Policy to end on 12/31/2024

Motion: Ben Millick Second: Tony Sirois Vote: All in Favor

V. ONE-STOP OPERATOR INTEGRATION REPORT – *Amy Geren, CCWI One-Stop Operator, Catherine Cutler Institute, USM*

- A. The One-Stop Partners met last on December 13th to establish annual goals and review business services assessment. Attendees include One-Stop Partners.
- B. The results of the Business Services Assessment included the need for outreach to local businesses, cross-training between agencies, and strengthening relationships with the business community through consistent outreach efforts.
- C. The Comprehensive and Accessible Reemployment through Equitable Employment Recovery (CAREER) DWG is a new ~\$380k grant that will be used to create a Virtual American Job Center.

This statewide initiative will increase access to the One-Stop system services. Partners include the MDOL, 3 Maine LWBs, and WIOA Title 1B service providers. An RFP was released and responses are due March 7th.

VI. CCWI PROGRAM UPDATES - Kyle Olson, CCWI Senior Program Manager; Lynn Dondis, CCWI Program Manager

- A. QUEST NEG (Quality Jobs, Equity, Strategy, Training National Emergency Grant)
Kyle reported that this Discretionary Grant through USDOL will support those whose employment was negatively impacted by the pandemic, and individuals from historically marginalized and underserved populations. It is a 2-year grant that will end on 9/30/24 and bring over \$3.2M to the Coastal Counties area.
- B. Employment Recovery DWG
Kyle reported that this \$800,000 Community Impact Grant through USDOL will serve 315 dislocated workers over the course of 2 years ending on 2/29/24. Over the course of 2 years ending on 2/29/24, this grant will focus on transferring specialized skills to other occupations or industries. It currently has 54 enrollees and will connect participants to work-based training modalities.
- C. Opioid National Emergency Grant
Kyle reported that this \$2.9M 3-year grant is designed to support the transition of dislocated workers and reintegration of individuals impacted by the opioid crisis into the workforce. Additionally, CCWI absorbed additional funding that was underspend in another region. This grant received a 1-year, no-cost extension and currently is at 94% of their goal of 405 participants.
- D. Maine Rural Healthcare Partnership
Kyle reported that just over halfway through this grant, our numbers are on track. There was discussion on getting more information to the board regarding this grant including data generated by career paths. Highlights include partnering with training providers to fund training cohorts, a laptop loaner program, and partnering with employers to fund IW projects.
- E. Asks to CCWB members
The Board was asked to:
1. Help find Youth Summer Internship host sites and brainstorm youth outreach strategies
 2. Disseminate the new Workforce Solutions rack cards
 3. Reach out to their HR professionals regarding Employment Recovery Resources for laid-off individuals
 4. Ask their company to sponsor the CCWI Annual Meeting in September
- F. Maine Refugee Career Pathway Program
Lynn reported on this 3-year, \$750,000 grant from DHHS. It will serve 125 Afghan refugees and parolees, providing training and supportive services to those who came to the US on or after 7/3/21. Additionally, this grant has been expanded to serve the Central Western Workforce Board's counties of Androscoggin, Franklin, Kennebec, Oxford, and Somerset. Partners include WFS, the Maine Office of Adult Education, SMCC, and resettlement agencies.

VII. PROGRAM UPDATE: JOBSEEKER TRAFFIC – Dave Wurm, Senior Director, Workforce Services, Goodwill Northern New England

Dave reported that, except for WIOA Youth, they've been seeing a significant increase in referrals & intakes since Nov 2022 for varied reasons. Referrals have increased by 57% from a year ago and new Adult clients have increased by 133%. This has had a high impact on staff strain, program budgets, and balancing quantity vs. quality. WFS has had to reconsider budgets and staffing, authorize overtime for frontline staff, and deploying new hires into the field faster.

VIII. RECENT WORKFORCE TRENDS IN THE COASTAL COUNTIES AND MAINE – *Mark McInerney, Director, Center for Workforce Research and Information*

Mark disseminated information showing workforce trends by year, region, and job sector. This covered the time pre-, during, and post-pandemic. It shows that the Maine labor market is returning to pre-pandemic levels. Many questions were asked by CCWB members, mostly addressing the “worker shortage” and how to engage more young people. A copy of this presentation can be found at www.coastalcounties.org/resources under the “Labor Market Information” tab.

IX. PROGRAM REPORTS

Reports for WIOA, Opioid, CAREER, Employment Recovery, & Maine Rural Healthcare Grants were included in the packet.

X. ADJOURNMENT

CCWB Chair Carrie Murphy adjourned the meeting at 12:08p.m.

Respectfully Submitted:



Valerie Odams
CCWI Executive Assistant

APPROVED: 6/15/23